

3. Centerville Project Area

3.1 Project Area Description

The 302-acre Centerville Project Area is located in the City's Centerville area, originally one of five communities that were incorporated into what is now the City of Fremont. The Centerville Redevelopment Project was adopted in 1997 to revitalize this historic commercial district and surrounding residential neighborhoods. The Project Area boundaries are roughly South Monroe to the east; Glenmoor Drive to the south; Alder Avenue to the west; and Paseo Padre Parkway to the north. See Figure IV-3A for a map of the Centerville Project Area.

3.2 Redevelopment Plan Goals

The Centerville Redevelopment Plan's overall purpose is to achieve physical and economic revitalization of the entire area by capitalizing upon the area's historical, social, educational and cultural resources to revitalize the historic business district and surrounding neighborhoods. Creating a vital retail core is key to the redevelopment efforts. The Plan will encourage private investment in the Project Area and will implement the Centerville Specific Plan.

The Agency will focus on the following general goals of the Project during the Implementation Period:

- Revitalization of Centerville's historic community business district.
- Provision of new housing opportunities for existing and future residents in locations undergoing land use transition.
- Conservation of Centerville's historic resources.

3.3 Implementation Plan Programs

Following are the major proposed non-housing programs during the Implementation Period, and a discussion of how the proposed activities will help to eliminate identified blighting conditions.

Program 1. Support Enhanced Performance of Businesses

The Agency will seek to work in collaboration with property owners and business owners to support enhanced business performance in the project area

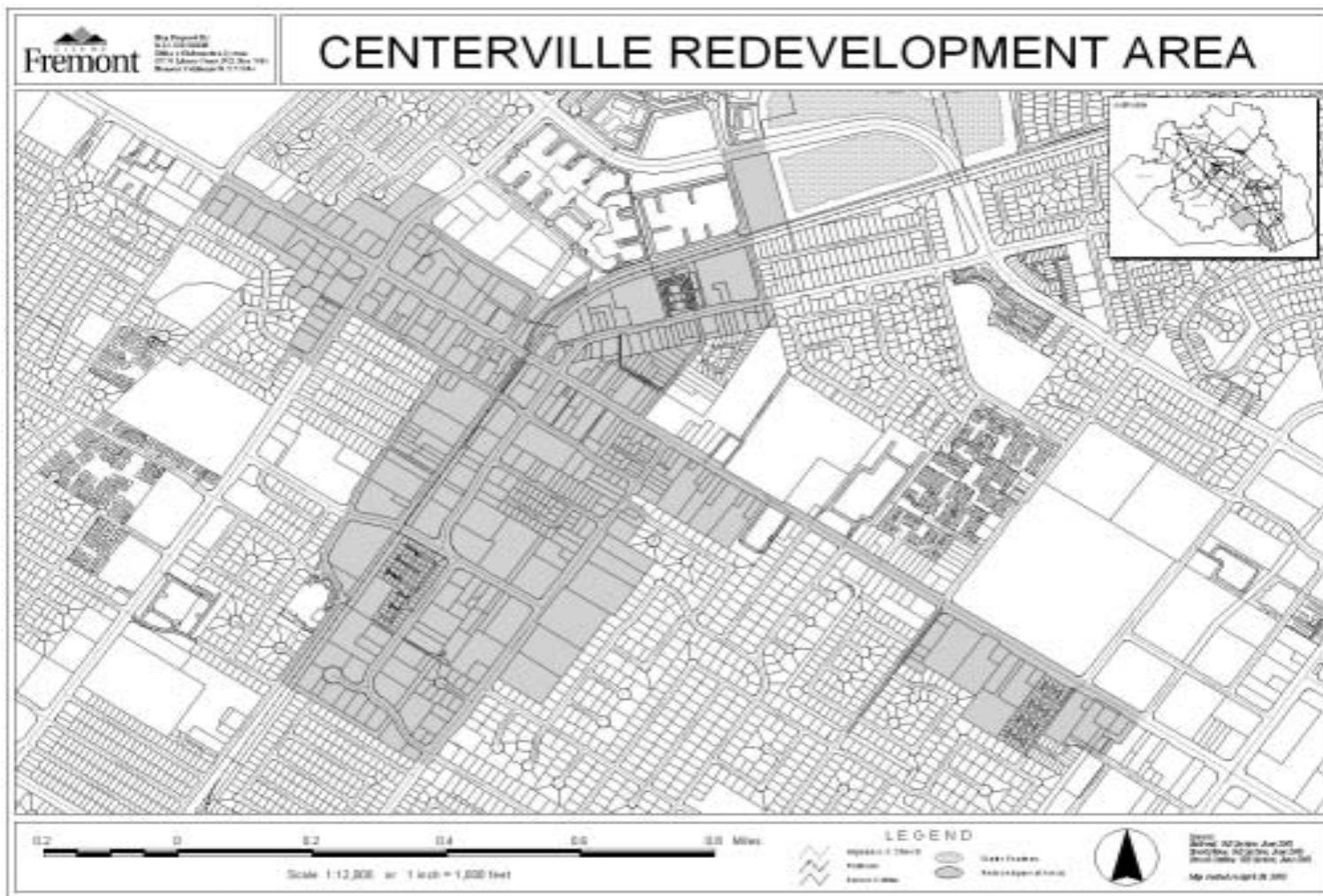


FIGURE IV-3A

Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The concentration of retail activities in the historic business district of Centerville (Identified as Subarea 1 in the Centerville Specific Plan).
2. The promotion of pedestrian-oriented uses and spaces especially in the historic business district, including the retention of business entrances on Fremont Boulevard, as appropriate.
3. The attraction of appropriate new businesses and retention and expansion of existing businesses in coordination with citywide economic development programs.

Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to reduce business vacancies, improve property values, and increase retail sales performance:

- Recruitment of new specialty retailers and restaurants through marketing efforts in collaboration with property owners and other Centerville groups.
- Provide small businesses with access to business development resources (e.g. seminars, workshops, written materials).

Program 2. Support Investment in Privately-Owned Property

The Agency will work with property owners, residents and business owners to enhance the appearance and function of private properties.

Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The conservation and rehabilitation of historic and contributory buildings that are an important link to Centerville's heritage.
2. The elimination or renovation of substandard buildings and those that conflict with uses proposed in the General plan and Specific Plan.
3. The creation of sites of adequate shape and size for redevelopment in accordance with a unified development plan by assembling smaller parcels of inadequate size and shape.

Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to maximize use of buildings and improve physical deficiencies of private structures:

- Centerville Unified Redevelopment Area disposition and development.
- Commercial Rehabilitation loan/grant program to encourage building restoration in Centerville, including assistance to install high quality:
 - Façade improvements.
 - Building safety deficiencies and tenant improvements.
 - Signage and lighting.
 - Design grants.
- Conceptual planning assistance to property owners regarding redevelopment of property in a manner consistent with Centerville Specific Plan.
- Support for implementation of Center Theatre Business Plan.

Program 3. Invest in Public Infrastructure

The Agency will make strategic investments in public infrastructure to help stimulate private investment in the district.

Objectives:

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The encouragement of regional commuter rail service and Amtrak intercity service utilizing the existing railroad right-of-way, and the encouragement of other transit linkages to and through Centerville.
2. The encouragement of parking consolidation and development of new parking within the business district to provide adequate and convenient parking, in a manner sensitive to the rights and needs of property owners, while enhancing public access to the historic district.
3. The preservation and creation of civic, cultural and educational facilities as a catalyst for area revitalization.
4. Enhance the historic character, features and amenities of the Centerville Train Depot.

Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to improve street conditions, satisfy parking and transportation needs and stimulate investment in vacant or underutilized land:

- Parking, access, and platform improvements, including construction of passenger waiting shelter, associated with the Centerville Depot.
- Central Avenue widening and utility undergrounding
- Neighborhood sidewalk and landscaping improvements

- Municipal and private parking consolidation projects

3.4 Elimination of Blight

The projects proposed during the Implementation Period will reduce blight in the following manner: Commercial opportunities will be enhanced through Program 1 (Support Enhanced Business Performance) projects. These projects will increase the economic viability of the commercial area, enhance property values and increase the number of commercial facilities in the project area.

Unsafe buildings and underutilized properties will be improved through Program 2 (Support Investment in Privately-Owned Property) projects. These projects will increase the economic viability of the commercial area, enhance the appearance of utilities, enhance design of signage and facades and encourage new construction in the project area.

Public infrastructure and parking opportunities will be improved through Program 3 (Invest in Public Infrastructure) projects. These projects will increase the economic viability of the commercial area, provide enhanced street and parking facilities and encourage new construction in the project area.